

RECOMMENDED TOUR SCHEDULE:

	Option #1	Option #2	Option #3
April 18 & 19	Chicago	Chicago	Chicago
April 25 & 26	Pittsburgh	Pittsburgh	Pittsburgh
May 9 & 10	Houston	St. Louis	Nashville
May 16 & 17	Newport Beach	Newport Beach	Newport Beach
June 13 & 14	New York	New York	New York

Houston

- #11 media market
 - One major daily (*Chronicle*) with circulation of 551,553
 - Three secondary papers (*Daily News*, *Spring Branch Sun* & *Westside Sun*) with a combined circulation of 71,569
- 28 years of Virginia Slims' history in the market:
 - 1st Virginia Slims tournament held in 1970
 - 1995 VSL - tour did not have Pam & Zina
 - 1996 VSL - tour did not have Chris & Tracy
- Potential for substantial coverage with a Chris and/or Martina advance media days -- players did not conduct advance media days in '95 or '96
- Challenge: third (non-consecutive) year in the market

St. Louis

- #20 media market
 - One major daily (*Post Dispatch*) with circulation of 323,374
 - One secondary paper (*Belleville News - Democrat*) with a circulation of 50,704
- Challenges: year one orientation & unknown environment

Atlanta

- Not recommended
 - ATP Men's event is held late April/early May each year (April 28- May 4, 1997)
 - Nationwide Challenge (golf) is held in mid May (May 7-12, 1997)

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PLAYERS:

Martina Navratilova • Chris Evert • Billie Jean King • Tracy Austin • Evonne Goolagong • Pam Shriver • Zina Garrison •
Virginia Wade • Wendy Turnbull • Rosie Casals

- Guest Appearances: Chicago and New York markets

FORMAT:

- Team Evert vs. Team Navratilova
- Three doubles matches
- One singles match (Chris vs. Martina)
- Diamond Cup awarded in Delray to the team with the most event victories

1998 PRINT MEDIA PROJECTIONS:

	Circulation	Readership
New York	21,208,484	53,021,210
Los Angeles	21,704,214	54,260,535
Chicago	8,739,861	21,849,653
Houston	19,056,427	47,641,068
Pittsburgh	8,318,432	20,796,080
National	21,000,000	52,500,000

1995- 1998 Publicity Summary/Projections:

	1995	1996	1997 *	1998 *
Circulation:	117,869,990	132,061,951	108,961,816	100,027,418
Readership:	325,919,755	367,430,071	272,404,542	250,068,545

* projections

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